

1998 “INVESTMENT STRATEGY FOR A COMPETITIVE DOWNTOWN”

In February, 1998, the Leland Consulting Group and Progressive Urban Management Associates, both of Denver, were retained by the city of Lincoln, Downtown Lincoln Association and Lincoln Chamber of Commerce to prepare a strategic plan for downtown Lincoln. The focus of the effort was to attract more public and private investment and development in downtown and to reposition DLA as an organization which is accountable, sustainable and representative of downtown stakeholder interests.

Major recommendations of this plan included:

- 1. Identification of 6 “catalyst” projects to jump-start development and attract additional investment to downtown:**
 - Theater District Anchor
 - Redevelopment of Old Federal Building
 - Increase Haymarket parking supply
 - Redevelopment of former Lincoln Benefit Life headquarters property at 13th & N
 - Strengthen east “O” entryway into downtown
 - Target “transitional area” in southwest quadrant of downtown for future development opportunities
- 2. Restructure Downtown Lincoln Association as unified leadership organization to lead downtown marketing, management and redevelopment activities. New structure would include the following components:**
 - Business Improvement Districts (BIDs)
 - Events Management Corporation
 - Neighborhood Association

In addition, the Lincoln Haymarket Development Corporation (LHDC), while independent, would work collaboratively with DLA on district-wide and downtown-wide improvement programs.

The “Investment Strategy” was incorporated into the Comprehensive Plan by unanimous vote of City Council in 1999. The plan has been 100% implemented and the City and DLA have just been notified that we will be presented with the 2004 Downtown Achievement Award for Planning by the International Downtown Association this fall at the IDA’s annual conference in recognition of this successful planning effort.